The Value of Podcast Interviews Across Genres

Projected to reach more than 164 million active listeners by 2024, podcasts present a unique opportunity for authors and thought leaders to gain exposure with highly engaged and targeted audiences. There are thousands of podcasts, ranging in reach, related to content across all genres with new podcasts launching every day. Greenleaf’s media strategists coordinate podcast outreach campaigns that produce interview and advertising opportunities for both fiction and nonfiction authors. Below are examples of recent campaign results by genre.

**Business**

*John Warrillow, The Art of Selling Your Business*

John Warrillow created a large, engaged brand network of business owners and advisors. His last book in a trilogy about building value was a part of An Inc. Original imprint partnership. John’s brand message focuses on helping business owners build valuable companies that can one day run without them, and his message garnered opportunities to speak with esteemed business podcasts, such as:

- **Making Waves at the C-Level**
- **The How of Business**
- **THINK Business with Jon Dwoskin**
- **Scaling Up Business Podcast**
- **Terrance McMahon Podcast**
Business

Brian Ursu, *Now What?*

Brian Ursu is the president of a financial advising firm who wrote a finance book targeting young millennials to help them get started on the right financial foot for long-term success. Brian’s message to a particular age-group and stage of life gave him ample opportunities to share his message with millennial-focused podcasts and provide a unique perspective for general finance podcasts. Podcasts that featured his message and interviews include:

- Mighty Parenting Podcast
- Stacking Benjamins Podcast
- Money Making Sense Podcast
- CentsAble Chat Podcast
- Broke Millennial Finance Podcast
- The Startup Life Podcast

Laura Bull, *From Individual to Empire*

Laura Bull is a former marketing executive at Sony Music Nashville and the author of a marketing book dedicated to helping musicians, influencers, and modern entrepreneurs create a business empire. Her versatile book content created opportunities to focus on a variety of podcast genres from marketing to business. These podcasts include:

- Bobby Owsinski’s Inner Circle Podcast
- Thought Leaders Business Lab
- Ultimate Marketer Podcast
- Authentic Influencer Podcast
- On Brand Podcast
Young Adult Fiction

Martha Handler, *Winter of the Wolf*

Martha Handler is a debut fiction author whose book reaches audiences beyond young adults. With themes ranging from grieving, mourning rituals, and mental health, Greenleaf’s team crafted a podcast outreach campaign that spanned multiple genres:

- Hippie Haven Podcast
- Might Podcast
- Grief 2 Growth Podcast
- Connection Matters Podcast
- Heart Soul Wisdom Podcast

Memoir

Laura Cook Boldt and Tom H. Boldt, *Unraveled*

Mother and son authors Laura Cook Boldt and Tom H. Boldt released a compelling memoir that charts their family’s journey through addiction and recovery. Being open to interviews both separately and together created a unique dynamic that podcasters were eager to feature on their shows, which resulted in both a successful outreach campaign and incoming interview requests, including:

- Sober Nation Podcast
- Busy Living Sober Podcast
- The Addicted Mind Podcast
- Juggling the Chaos of Recovery
- Cold Turkey Podcast
Aseem Desai, PhD, *Restart Your Heart*

**Dr. Aseem Desai** is a cardiac electrophysiologist (EP)—a physician specializing in heart rhythm disorders. His podcast outreach focused on educating patients, medical professionals, and health and fitness enthusiasts about mind-body medicine and how to thrive with this specific heart health condition. Some of his campaign highlights include:

- Dr. Ruscio Radio
- Rational Wellness Podcast
- Raise the Line Podcast
- The Podcast by Kevin MD

Jason Valadao, *Exceptional Every Day*

**Jason Valadao** is a doctor and veteran, so his message spans multiple genres such as personal growth, self-help, health, and fitness. This opened the door to a myriad of podcast genres that reached a variety of engaged audiences. These podcasts include:

- Military Veteran Dads Podcast
- Mentors for Military Podcast
- HIT Show with Steven Kuhn
- The Daily Grind Podcast
- The Best Ever Show
- Outperform Podcast
- Inside Personal Growth Podcast
- Mental Edge Lifestyle Podcast
- No Quit Living Podcast
- It’s All About Health & Fitness
- The Suit Soldier Podcast
David Richman, *Cycle of Lives*

David Richman is an entrepreneur and cyclist fundraiser who wrote a “Humans of New York”-styled storytelling book that explores untold narratives about the emotional traumas and challenges of those impacted by cancer. David was featured on a variety of notable podcasts in multiple genres, including:

- And Then Everything Changed
- Project Purple Podcast
- The Grief Coach Podcast
- It’s All About Health & Fitness
- Connect Kindness Podcast

Campaigns such as these helped build an archive of third-party content with discoverable and shareable links that generated brand awareness and visibility for our authors and their books. In these podcast campaigns, authors highlighted specific, relatable stories that resonated with podcast listeners.

When combined with robust book marketing campaigns, podcast interviews of this caliber helped many of these featured authors achieve Amazon bestseller status and reach readers that are otherwise difficult and expensive to target.